k-love provides encouragment to go through the whole day. You hear music that is uplifting without any advertisements. I am rather tired of screening the radio channels and tv commercials that are not fit for my child. With K-love , no screening is required. I can switch it on at any time without fearing improper comments or language. At times when I have felt depressed ,K-love lifts me up like no other radio station. K-love is great.